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cont'd
- (c) analyzing and sorting said character profiles in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of said individual emotional orientations;
 - (d) producing a series of marketing campaigns for a specific product or service, wherein each campaign contains unique features directed to a specific one of said clusters;
 - (e) determining and presenting the appropriate campaign directed to the cluster corresponding to the character profile of said potential consumer.

a2 *put up* 4. (Amended) A method according to claim 2, wherein the questionnaire is presented to a potential customer through an interactive medium.

a3 *put up* 6. (Amended) A method according to claim 1, wherein the campaign is presented to the potential consumer by an interactive medium.

a4 *put up* 8. (Amended) A method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

- (a) collecting information obtained from users based on individual emotional orientation selected from the following orientations: survival type, growth type, relaxation type, and a combination thereof;
- (b) generating a computerized database containing personal character profiles of said users;
- (c) analyzing and sorting said character profiles in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of said individual emotional orientations;
- (d) matching users according to the cluster of character profiles to which the users are categorized.

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Please add the following new claims:

9. A method according to claim 4, wherein the interactive medium includes an Internet service, telephone, interactive television, and a point-of-sale.

25 10. A method according to claim 6, wherein the interactive medium includes electronic mail, direct mail, telephone, interactive television, and a point-of-sale.